

WE CLAIM:

1. A method of rendering wireless communications services to one or more subscribers in return for payment of a charge, comprising:

determining a flat rate charge for the services;

determining a period of time within which the flat rate charge shall apply;

determining the user's charge based upon the flat rate for the period of time;

providing unlimited access to the wireless communications services for the flat rate during the period of time; and

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receiving payment of the charge substantially before the wireless communications services are rendered to the subscriber.

2. The method of Claim 1, further comprising determining the value of the flat rate without relation to minutes of use by the user of the wireless communications services during the period of time.

3. The method of Claim 1, further comprising determining the value of the flat rate without relation to the number of calls made or received by the user during the period of time.

4. The method of Claim 1, wherein the period of time further comprises a predetermined period of time.

5. The method of Claim 1, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$50 per month.

6. The method of Claim 1, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month.

7. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 300 calls per month.

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8. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 400 minutes of use per month.
 9. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 600 minutes of use per month.
 10. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 800 minutes of use per month.
 11. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 1000 minutes of use per month.
 12. The method of Claim 1, further comprising adapting the wireless communications services as the user's primary telephone service.
 13. The method of Claim 1, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$40 per month, and wherein the average minutes of use of the services per user is at a rate for the period of time that is proportional to a rate of greater than or equal to about 200 minutes per month.
 14. The method of Claim 1, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the average minutes of use of the services per user is at a rate for the period of time that is proportional to a rate of greater than or equal to about 500 minutes per month.
 15. The method of Claim 1, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the operating expense per user is at a rate that is proportional to a rate of less than or equal to about \$26 per month.
 16. The method of Claim 1, further comprising:

maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month; and

maintaining the margin for the operator of the wireless communications services at greater than or equal to about 15%.

17. The method of Claim 1, further comprising providing the wireless communications services primarily in limited geographic areas in which the user substantially lives, works, and plays.

A 18. The method of Claim 1, further comprising maintaining a user churn rate of less than ^{or equal} about 4% for users who have retained the services for about three or more months.

B1 19. The method of Claim 1, further comprising maintaining the operating expense per subscriber at a rate that is proportional to a rate of less than or equal to about \$26 per month.

C2 20. The method of Claim 1, further comprising maintaining the cash cost per unit at less than or equal to about \$20.

D2 21. The method of Claim 1, further comprising maintaining the acquisition cost per subscriber at less than or equal to about \$230.

E2 22. A method of rendering wireless communications services to one or more subscribers in return for payment of a charge, comprising:

determining a flat rate charge for the services;

determining a period of time within which the flat rate charge shall apply;

determining the user's charge based upon the flat rate for the period of time;

providing unlimited access to the wireless communications services for the flat rate during the period of time;

receiving payment of the charge substantially before the wireless communications services are rendered to the subscriber;

providing the wireless communications services primarily in limited geographic areas in which the user substantially lives, works, and plays; and

rendering the charges to the user in a billing statement that does not include detailed call records.

23. The method of Claim 22, further comprising determining the value of the flat rate without relation to minutes of use by the user of the wireless communications services during the period of time.

24. The method of Claim 22, further comprising determining the value of the flat rate without relation to the number of calls made or received by the user during the period of time.

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25. The method of Claim 22, wherein the period of time further comprises a predetermined time period.

26. The method of Claim 22, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$50 per month.

27. The method of Claim 22, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month.

28. The method of Claim 22, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than about 400 minutes of use per month.

29. The method of Claim 22, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than about 600 minutes of use per month.

30. The method of Claim 22, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than about 800 minutes of use per month.

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31. The method of Claim 22, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than about 1000 minutes of use per month.

32. The method of Claim 22, further comprising adapting the wireless communications services as the user's primary telephone service.

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33. The method of Claim 22, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$40 per month, and wherein the average minutes of use of the services per user is at a rate that is proportional to a rate of greater than or equal to about 200 minutes per month.

34. The method of Claim 22, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the average minutes of use of the services per user is at a rate that is proportional to a rate of greater than or equal to about 500 minutes per month.

35. The method of Claim 22, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the operating expense per user is at a rate for the period of time that is proportional to a rate of less than about \$26 per month.

36. The method of Claim 22, further comprising:

maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than about \$30 per month; and

maintaining the margin for the operator of the wireless communications services at greater than or equal to about 15%.

37. The method of Claim 22, further comprising maintaining a user churn rate of less than about 4% for users who have retained the services for about three or more months.

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38. The method of Claim 22, further comprising maintaining the operating expense per subscriber at less than or equal to about \$26 per month.

39. The method of Claim 22, further comprising maintaining the cash cost per unit at less than or equal to about \$20.

40. The method of Claim 22, further comprising maintaining the acquisition cost per subscriber at less than or equal to about \$230.

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41. A method of rendering wireless communications services to one or more subscribers in return for payment of a charge, comprising:

determining a flat rate charge for the services;
determining a period of time within which the flat rate charge shall apply;
determining the user's charge based upon the flat rate for the period of time;
providing unlimited access to the wireless communications services for the flat rate during the period of time;
rendering the charge to the user in a billing statement that does not include detailed call records;
receiving payment of the charge substantially before the wireless communications services are rendered to the subscriber;
determining a geographic area in which the user substantially lives, works, and plays;
providing the wireless communications services only in the determined geographic area;
maintaining centralized control of the wireless communications services; and
operating the wireless communications services to optimize cost containment rather than revenue generation.

42. The method of Claim 41, further comprising determining the value of the flat rate without relation to minutes of use by the user of the wireless communications services during the period of time.

43. The method of Claim 41, further comprising determining the value of the flat rate without relation to the number of calls made or received by the user during the period of time.

44. The method of Claim 41, wherein the period of time further comprises one or more months.

45. The method of Claim 41, further comprising charging a flat rate of less than about \$50, and wherein the period of time comprises one or more months.

46. The method of Claim 41, further comprising charging a flat rate of less than about \$30, and wherein the period of time comprises one or more months.

47. The method of Claim 41, further comprising allowing more than about 400 minutes of use per month.

48. The method of Claim 41, further comprising allowing more than about 600 minutes of use per month.

49. The method of Claim 41, further comprising allowing more than about 800 minutes of use per month.

50. The method of Claim 41, further comprising allowing more than about 1000 minutes of use per month.

51. The method of Claim 41, further comprising adapting the wireless communications services as the user's primary telephone service.

52. The method of Claim 41, further comprising maintaining the average revenue per user at less than about \$40 per month, and wherein the average minutes of use of the services per user is greater than about 200 minutes per month.

53. The method of Claim 41, further comprising maintaining the average revenue per user at less than about \$30 per month, and wherein the average minutes of use of the services per user is greater than about 500 minutes per month.

54. The method of Claim 41, further comprising maintaining the average revenue per user at less than about \$30 per month, and wherein the operating expense per user is less than about \$26 per month.

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55. The method of Claim 41, further comprising:
maintaining the average revenue per user at less than about \$30 per month; and
maintaining the margin for the operator of the wireless communications services at greater than or equal to about 15%.

56. The method of Claim 41, further comprising maintaining a user churn rate of less than about 4% for users who have retained the services for about three or more months.

57. The method of Claim 41, further comprising maintaining the operating expense per subscriber at less than or equal to about \$26 per month.

58. The method of Claim 41, further comprising maintaining the cash cost per unit at less than or equal to about \$20.

59. The method of Claim 41, further comprising maintaining the acquisition cost per subscriber at less than or equal to about \$230.

*60. A method of marketing wireless communications services to one or more subscribers, comprising:
offering a simplified rate plan;
simplifying the marketing offering; and
reducing the cycle time required to consummate the marketing transaction.*

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61. The method of Claim 60, further comprising:
offering a flat rate charge for the services;
offering a period of time within which the flat rate charge shall apply;
defining the user's charge based upon the flat rate for the period of time; and
offering unlimited access to the wireless communications services for the flat rate during
the period of time.

62. The method of Claim 60, further comprising offering the wireless communications
services through mass merchandising channels of trade.

63. The method of Claim 60, further comprising offering the wireless communications
services in a self-contained package format.

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64. The method of Claim 63, wherein the self-contained package format further comprises a
wireless handset, and the material information pertaining to the offering on the outside of the
package.

65. The method of Claim 61, further comprising:
offering the wireless communications services through mass merchandising channels of
trade; and
offering the wireless communications services in a self-contained package format,
wherein the self-contained package format further comprises a wireless handset, and the material
information pertaining to the offering on the outside of the package.

66. The method of Claim 60, further comprising offering pre-programmed wireless handsets.

67. The method of Claim 60, further comprising offering a limited handset selection to the
user.

68. The method of Claim 60, further comprising adapting the wireless communications
services to enable customer activation of the services.

69. The method of Claim 60, further comprising providing a wholesale discount without commission or residuals.

70. The method of Claim 60, further comprising offering wireless handset with limited features.

71. ~~The method of Claim 60, further comprising maintaining wireless handset inventory with the distributor.~~

72. The method of Claim 60, further comprising offering a wireless handset bundled with the wireless communications services.

73. The method of Claim 60, further comprising simplifying the sales process.

74. The method of Claim 60, further comprising maintaining an acquisition cost per subscriber at less than or equal to about \$230.

75. A method of marketing wireless communications services to one or more subscribers, comprising:

offering a simplified rate plan, comprising a flat rate charge;
simplifying the marketing offering;
reducing the cycle time required to consummate the marketing transaction;
providing pre-programmed wireless handsets;
offering a limited handset selection;
providing a wholesale discount without commissions or residuals; and
receiving payment of the charge substantially before the wireless communications services are rendered to the subscriber.

76. The method of Claim 75, further comprising:

offering a period of time within which the flat rate charge shall apply;

defining the user's charge based upon the flat rate for the period of time; and
offering unlimited access to the wireless communications services for the flat rate during
the period of time.

77. The method of Claim 75, further comprising offering the wireless communications
services through mass merchandising channels of trade.

78. The method of Claim 75, further comprising offering the wireless communications
services in a self-contained package format.

79. The method of Claim 78, wherein the self-contained package format further comprises a
wireless handset, and the material information pertaining to the offering on the outside of the
package.

80. The method of Claim 76, further comprising:
offering the wireless communications services through mass merchandising channels of
trade; and
offering the wireless communications services in a self-contained package format,
wherein the self-contained package format further comprises a wireless handset, and the material
information pertaining to the offering on the outside of the package.

81. The method of Claim 75, further comprising adapting the wireless communications
services to enable customer activation of the services.

82. The method of Claim 75, further comprising offering a wireless handset with limited
features.

83. The method of Claim 75, further comprising maintaining wireless handset inventory with
the distributor.

84. The method of Claim 75, further comprising offering a wireless handset bundled with the wireless communications services.

85. The method of Claim 75, further comprising simplifying the sales process.

86. The method of Claim 75, further comprising maintaining an acquisition cost per subscriber at less than or equal to about \$230.

87. A method of marketing wireless communications services to one or more subscribers, comprising:

offering a simplified rate plan, the simplified rate plan comprising a low fixed monthly charge for unlimited access to the wireless communications services;

simplifying the marketing offering, the marketing offering comprising a standardized wireless handset selection and limited features;

reducing the cycle time required to consummate the marketing transaction by offering the wireless communications services in a self-contained package format, the self-contained package format further comprising the wireless handset and material information about the marketing offering printed on the product packaging adapted to be acceptable to the potential subscriber;

providing pre-programmed wireless handsets;

providing a wholesale discount, without commissions or residuals;

offering features for the wireless handset that are familiar to the subscriber and that do not require training; and

maintaining wireless handset inventory with a distributor.

88. The method of Claim 87, further comprising offering the wireless communications services through mass merchandising channels of trade.

89. The method of Claim 87, further comprising adapting the wireless communications services to enable customer activation of the services.

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90. The method of Claim 87, further comprising offering a wireless handset bundled with the wireless communications services.

91. The method of Claim 87, further comprising simplifying the sales process.

92. The method of Claim 87, further comprising maintaining an acquisition cost per subscriber at less than or equal to about \$230.